



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS
MIDWAYUSAFFOUNDATION.ORG

MidwayUSA Foundation, Inc.

6001 W. Van Horn Tavern Rd. Suite C

Columbia, MO 65203

For Further Information, Contact:

Dani Farris dfarris@midwayusafoundation.org

Date: February 5, 2025 | For Immediate Release

MIDWAYUSA FOUNDATION HOSTS ANNUAL SHOT SHOW RECEPTION WITH SPONSOR SUPPORT

Columbia, MO – The leading advocate for youth shooting sports, MidwayUSA Foundation, welcomed a room full of supporters at this year’s SHOT Show. The reception shared ways the industry can support youth shooting sports and showed gratitude to current sponsors and partners. This year Steve Gould of Target Focused Life addressed the crowd. “MidwayUSA Foundation goes far beyond just funding youth shooting teams. Youth shooting sports helps create sustainability in our industry,” said Steve Gould.

MidwayUSA Foundation’s SHOT Show reception was the beginning of a new partnership with Steve Gould and Target Focused Life. Throughout 2025, this collaboration will continue to provide exciting opportunities through marketing and video content. “Investing in our youth benefits the future of the outdoor industry, the 2nd amendment, and ultimately, our nation. I am so excited to partner with MidwayUSA Foundation as they strive to fund the future of youth shooting sports,” added Gould.

In addition to this new partnership, loyal sponsors continued their relationship with the public charity that funds America’s youth shooting teams. SKB Shotguns renewed its sponsorship and made a generous donation generated from accessory sales, an annual program specifically created to benefit youth shooting sports. “SKB has a long-standing tradition of quality products and services that support youth shooting sports and gun enthusiasts. It’s vitally important we invest in the next generation to carry on our shooting sports heritage in America. We’re proud to partner with them and help change the future of youth shooting sports,” said Rob Johansen, SKB Shotguns Owner

Learn how your business or organization can partner with MidwayUSA Foundation to fund young shooting athletes across the nation by contacting John Linquist, Relationship Manager (jlinquist@midwayusafoundation.org).

The MidwayUSA Foundation is a 501(c)(3) public charity working to sustain and grow youth shooting sports by providing long-term funding to youth shooting teams. Every donation made is tax-deductible and allows the Foundation to assist in expanding and enhancing the leadership skills, confidence, and discipline of today’s youth through shooting sports activities. The Foundation supports all shooting disciplines. For more information about how the MidwayUSA Foundation is changing the future of youth shooting sports, please visit midwayusafoundation.org or call [1-877-375-4570](tel:1-877-375-4570).